

國立中山大學政治學研究所
民意與選舉行爲研究
Public Opinion and Voting Behavior
(IPS652)

Spring 2015 (1032)

Instructor: Prof. Frank C. S. Liu 劉正山
Time: **T 14:10 - 17:00** Office Hours: by appointment
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Course Materials : <http://goo.gl/5Lw9m9>

Course Description

“Public Opinion and Voting Behavior” is a subfield of political science, not simply a course, that covers almost every corner of our daily political life. Every aspect of a voter’s political life, including political discussion, reasoning, decision making, news media use, and so on, can be a proper subject for studying in this subfield. This course, therefore, is designed to inspire graduate students who like to develop ideas for their thesis regarding individuals’ political life, or those who are ready to advance their own projects on political psychology and/or political communication in general and political behavior and public opinion in particular. This course is designed for master-level graduate students who are interested in overviewing classics about voters and information processing and then exploring recent inspiring research works. This theory-oriented course will guide students to think from a broader perspective about the functionality of democracy, the relationship between individuals, the news media, and the political elites. The major topics addressed in this class include partisanship, independent voters, media use, communication networks, vote choice, and voter turnout. The selected and carefully ordered topics for each week will lead students to construct a vision to better understand the dynamics of our daily political life.

Beyond the subjects listed in this syllabus, special attention will be paid to research design and methods that are recently presented in the cutting-edges scholarly journals. Given that the reading load of this course is cut half of a regular political science course, students are required to spare time on self-learning research methods, such as statistical modeling and field experiment, when the semester goes.

Course Texts and Readings

The course requires active participation in reading assigned materials. These materials will be available online. Check frequently the Class Material folder. You are also responsible to utilize university’s journal articles system (such as SSCI) and the interlibrary loan system when prepare for the class discussion and term paper.

- Sniderman, P. M., & Highton, B. (2011). *Facing the Challenge of Democracy: Explorations in the Analysis of Public Opinion and Political Participation*. (P. M. Sniderman & B. Highton, Eds.). Princeton University Press.

Grading Policy

- **Semester Project (70%):** Including Proposal (30%) and Term Paper (40%). Proposal must cite at least 10 scholarly works that are published within 5 years and explain how these papers contribute to your research proposal. The term paper must present preliminary findings. You are responsible to present your paper in the end of the semester and your works are subject to be published online. You are encouraged to prepare your works to be presented in a conference and your grade of the project will be given based on a general scholarly publication standard, including the following aspects:

- Introduction that links your inquiry to an empirical puzzle or a theoretical debate.
 - Research questions that clarify what you like to ask and to answer.
 - Literature review that reflects your efforts of studying the scholarly works that are relevant to your inquiry.
 - Research design that justifies the way you use to find answers.
 - Findings and analysis that present what is new you find in your study and what you expect your readers to learn.
 - Conclusion and discussion that summarize your contribution to the literature or to what the public's knowledge.
- **Class Participation (30%):** Involvement in class discussion include your attendance, questions provided for discussion, and responses to questions. You are asked to read through the given materials before the class and bring thoughts to the class. You will be assigned to two weeks to play as a discussion leader. You are required to lead the class discussion for at least one hour, discussing and evaluating the assigned literature from the standards listed above.

Weekly Schedule

Week 1. [3/3] Introduction to the Class

Week 2. [3/10] Partisanship and Reasoning

- **ATTENTION:** All students are requested to attend an invited talk: “Digital media, mass media, and public opinion in the Umbrella Movement” by Prof. Francis Lee.
 - Time: March 10, 10:10am
 - Classroom: GE 1008 (海科院-通識中心1008室)
 - This is the make-up for the 3/31 course.
- **Assigned:**
 - Gerber, A. S., Huber, G. A., & Washington, E. (2010). Party affiliation, partisanship, and political beliefs: A field experiment. *American Political Science Review*, 104(04), 720–744. doi:10.1017/S0003055410000407
 - Leeper, T. J., & Slothuus, R. (2014). Political parties, motivated reasoning, and public opinion formation. *Political Psychology*, 35(1), 129–156. doi:10.1111/pops.12164
 - Petersen, M. B., Skov, M., Serritzlew, S., & Ramsøy, T. (2013). Motivated reasoning and political parties: Evidence for increased processing in the face of party cues. *Political Behavior*, 35(4), 831–854. doi:10.1007/s11109-012-9213-1
- **Supplemental:**
 - Carsey, T.M. & Layman, G.C. (2006). Changing sides or changing minds? Party identification and policy preferences in the American electorate. *American Journal of Political Science*, 50 (2), 464-477.
 - Druckman, J. N. (2012). The politics of motivation. *Critical Review*, 24(2), 199–216. doi:10.1080/08913811.2012.71102
 - Lodge, M., & Taber, C. S. (2013). *The Rationalizing Voter* (1st ed.). Cambridge University Press.
 - Stevens, D., & Bishin, B. G. (2011). Getting Out the Vote: Minority Mobilization in a Presidential Election. *Political Behavior*, 33(1), 113–138. doi:10.1007/s11109-010-9128-7

3. [3/17] Political Participation in a Mobile Era

- **Invited Talk:** “Digital media and social movements: Self-mobilization and its limitations” (by Francis Lee)
- **Assigned:**
 - Tang, G., & Lee, F. L. F. (2013). Facebook use and political participation: The impact of exposure to shared political information, connections with public political actors, and network structural heterogeneity. *Social Science Computer Review*, 31(6), 763–773. doi:10.1177/0894439313490625
 - Lee, F. L. F. (2009). The impact of political discussion in a democratizing society the moderating role of disagreement and support for democracy. *Communication Research*, 36(3): 379-399.

4. [3/24] Independent Voters and Closet Partisans

- Assigned:
 - Dennis, J. (1992). Political independence in America, 3: In search of closet partisans. *Political Behavior*, 14(3, Special Issue on Party Identification), 261–296.
 - Magleby, D. B., Nelson, C. J., & Westlye, M. C. (2011). The myth of the independent voter revisited. In P. M. Sniderman & B. Highton (Eds.), *Facing the Challenge of Democracy: Explorations in the Analysis of Public Opinion and Political Participation* (pp. 238–266). Princeton University Press.
- The teacher will present about his most recent talk on this subject.

5. [3/31] (Class to be Rescheduled to the morning of 3/10)

- The teacher will attend the Western Political Science Association 2015 Annual Meeting (3/28-4/7).

6. [4/7] Spring Break Extended (Class Go Online)

- TBA

7. [4/14] Classics and Classics Revisited (1): Michigan School

- Assigned:
 - Converse, P. (1964). The nature of belief systems in mass publics. In D. Apter (Ed.), *Ideology and Discontent* (pp. 206–261). New York: New York: Free Press.
 - Kinder, D. R. (2006). Belief systems today. *Critical Review*, 18(1-3), 197–216.s
- Supplemental:
 - Campbell, A., Converse, P., Miller, W., & Stock, D. (1960). *The American Voter*. New York: Wiley.

8. [4/21] Classics and Classics Revisited (2): Columbia School

- Assigned:
 - Ikeda, K., Liu, J. H., Aida, M., & Wilson, W. (2005). Dynamics of interpersonal political environment and party identification: Longitudinal studies of voting in Japan and New Zealand. *Political Psychology*, 26(4), 517–542
 - Sokhey, A. E., & McClurg, S. D. (2012). Social networks and correct voting. *The Journal of Politics*, 74(03), 751–764. doi:10.1017/S0022381612000461
- Supplemental:
 - Zhang, W., Johnson, T. J., Seltzer, T., & Bichard, S. L. (2010). The revolution will be networked: The influence of social networking sites on political attitudes and behavior. *Social Science Computer Review*, 28(1), 75–92.

9. [4/28] Classics and Classics Revisited (3): The Two Step-Flow Theory

- Assigned:
 - Katz, E. (1957). The two-step flow of communication: An up-to-date report on an hypothesis. *Public Opinion Quarterly*, 21 (1), 61-78.
 - LaCour, M. J., & Green, D. P. (2014). When contact changes minds: An experiment on transmission of support for gay equality. *Science*, 346(6215), 1366–1369. doi:10.1126/science.1256151
- Supplemental:
 - Liu, F. C. S. (2007). Constrained opinion leader influence in an electoral campaign season: Revisiting the two-step flow theory with multi-agent simulation. *Advances in Complex Systems*, 10(2), 233–250.

10. [5/5] News Media Use and Selectvie Processes (1)

- Assigned:
 - Prior, M. (2007). *How Media Choice Changes Politics*. Cambridge University Press.
 - Dilliplane, S. (2011). All the news you want to hear: The impact of partisan news exposure on political participation. *Public Opinion Quarterly*, 75(2), 287–316. doi:10.1093/poq/nfr006
- Supplemental: TBA

11. [5/12] News Media Use and Selectvie Processes (2)

- Assigned:
 - Messing, S., & Westwood, S. J. (2014). Selective exposure in the age of social media: Endorsements trump partisan source affiliation when selecting news online. *Communication Research*, 41(8), 1042–1063. doi:10.1177/0093650212466406
 - Prior, M. (2013). Media and political polarization. *Annual Review of Political Science*, Vol 16, 16, 101–127. doi:10.1146/annurev-polisci-100711-135242
- Supplemental:
 - Sides, J. (2011, December 19). Did you watch or listen to the GOP debate? Are you sure?

12. [5/19] Partisan Polarization and Social Cleavage

- Assigned:
 - Lee, J. K., Choi, J., Kim, C., & Kim, Y. (2014). Social media, network heterogeneity, and opinion polarization. *Journal of Communication*, n/a–n/a. doi:10.1111/jcom.12077
 - Levendusky, M. S. (2013). Why do partisan media polarize viewers? *American Journal of Political Science*, 57(3), 611–623. doi:10.1111/ajps.12008
- Supplemental: TBA

13. [5/26] Voters' Constraints in Democracy

- Assigned:
 - Bartels, L. M. (2014). Remembering to forget: A note on the duration of campaign advertising effects. *Political Communication*, 31(4), 532–544.
 - Converse, P. E. (2006). Democratic theory and electoral reality. *Critical Review*, 18 (1-3), 297-329.
- Supplemental: TBA

14. [6/2] Political Behavior and Conformity Online and Offline

- Assigned:
 - Coleman, S. (2004). The effect of social conformity on collective voting behavior. *Political Analysis*, 12(1), 76–96.
 - Zhu, H., & Huberman, B. A. (2014). To switch or not to switch: Understanding social influence in online choices. *American Behavioral Scientist*, 58(10), 1329–1344. doi:10.1177/0002764214527089
- Supplemental: TBA

15. [6/9] Voter Turnout and Mobilization

- Assigned:
 - Bergan, D. E., & Cole, R. T. (2014). Call your legislator: A field experimental study of the impact of a constituency mobilization campaign on legislative voting. *Political Behavior*, 1–16. doi:10.1007/s11109-014-9277-1
 - Enos, R. D., & Fowler, A. (2014). Pivotality and turnout: Evidence from a field experiment in the aftermath of a tied election. *Political Science Research and Methods*, 2(02), 309–319. doi:10.1017/psrm.2014.5
- Supplemental: TBA

16. [6/16] Student Oral Presentation (1) & Class Conclusion

17. [6/23] Student Oral Presentation (2) & Term paper Deadline